

# Strategic Planning Training Group

Communications Subcommittee

May 17, 2004 10 am ET

<b>Meeting Date</b>	May 17, 2004 10-11 am ET
<b>Attendees:</b>	Chair: Richard Boyajian PA Dana Farber UPMC: Mike Becich MD PhD Holden Cancer Center: Thomas Casavant PhD, Todd Scheetz PhD NCI: Latonya Kittles, Tamara Maze-Gallman, Lynette Grouse, Leslie Derr.  Booz Allen: Cait Cusack, Caitlin O'Brien
<b>Agenda</b>	Mission  Immediate tasks and delivery dates  Other Issues and Concerns  Confirm next meeting
<b>1. Mission</b>	<p><b>Mission:</b> We discussed aspects of our mission in order to generate a mission statement. Cait will compile these ideas and circulate a proposed statement</p> <ul style="list-style-type: none"> <li>• To assist, guide and support the caBIG Communications Team in their development of a toolkit to be used by the greater caBIG community to promote the caBIG project.</li> <li>• To communicate activities related to training internally to the centers as well as externally to the larger cancer research community</li> <li>• To review user materials that come from the adopter community to ensure ease of use by the larger User community</li> </ul>



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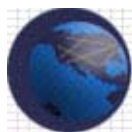
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#### 2. Immediate Tasks and Delivery Dates

There was an extensive discussion regarding what our immediate tasks are and how to proceed with accomplishing them.

- The caBIG communications team has an overall communications plan. This group will take a strategic role in planning how to best help centers to communicate the caBIG message-to look at what is, and what is not, working
- A tightened version of the caBIG communications plan will be presented to us for our review by the caBIG Communications Team. We should receive this prior to the next meeting
- A toolkit is being developed for the Centers. This group will review it and advise on whether or not it will meet the needs of the Center.
  - This toolkit is planned to contain:
    - Slide Presentation
    - Boilerplate materials
    - Logos
    - Graphics
    - Ideas to promote caBIG within Centers as well as external to the centers
    - Materials to work with the media
    - Materials to work with the Center's Public Affair's Offices
  - NCI intends to have a draft binder available for this groups review in the next month.
  - Caitlin, Lynette and Cait will work together to collect the presentations that are already completed.
- We need to help to define target audiences for these materials and determine if the materials fit these groups needs:
  - The scientific community
  - The administrative community
  - The community external to the Centers
  - Advocacy groups
  - National Meetings
- Idea introduced around providing the centers an overview of the project, how the project impacts on the centers, goals, missions and breakdown of the other work spaces and working group; then giving regular updates on the progress

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	<p>of the caBIG project. This could be done as part of a Center's regular newsletter, making it a regular feature.</p> <ul style="list-style-type: none"><li>• Discussed that many materials are already available. Mike has done some PowerPoint presentations that he can share with the group. The kickoff had a number of plenary sessions with PowerPoint presentations. In addition we can put together packets similar to the one prepared for UPMC containing the interactive CD, flyers, fact sheets and so forth.</li><li>• Ultimately these materials should be available in one easy to find location on the website, with a two-line description of what they are so that the centers can find and use them easily</li><li>• Discussed the work Lynette is already doing around scientific meetings</li><li>• Richard discussed that this group could eventually reach out to targeted groups externally, such as the Oncology Nursing Society</li><li>• Latonya said she would pull together an outline and timeline and see what the elements would be of a tool kit</li><li>• Leslie discussed that we also need to communicate around existing training efforts-such as the Webcasts that are ongoing today. This group can also evaluate the effectiveness of those tools</li><li>• Discussed the discussion held in the Adopters Subcommittee meeting around Users material<ul style="list-style-type: none"><li>○ Users training materials are to be developed by the adopters</li><li>○ These materials will then be brought through this committee to vet them for ease of use by a wider cancer research community</li></ul></li></ul>
<b>3. Confirmation of next meeting</b>	<ul style="list-style-type: none"><li>• Mike requested that this meeting be moved to noon to accommodate another meeting he has during this time slot. This was ok with the group. Cait will set up a new dial-in number and will distribute this to the group.</li></ul>
<b>Action Items:</b>	

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	Name Responsible	Action Item	Date Due	Notes
	Lynette, Caitlin, Cait	Gather existing caBIG presentations	May 31, 2004	
	Cait	Change meeting time to noon every other Monday beginning with our next meeting	May 18, 2004	
	Latonya	Prepare an outline and timeline for a toolkit	May 31, 2004	
	Training communications subcommittee	Mission Statement	May 31, 2004	